

# TZG

**ORION**  
The Brightest Name in Safety



# ORION HISTORY

The Zimmerman Group has been the agency of record for Orion Safety Products for over 25 years with responsibility for:

- ▶ Website Development and Maintenance
- ▶ Trade and Consumer Advertising
- ▶ Collateral Material
- ▶ New Product Development
- ▶ Packaging Design
- ▶ Point of Sale and Display Materials
- ▶ Public Relations
- ▶ Market Research

# ORION HISTORY



## Development and Launch of New Product Lines to Extend Orion Into New Business Categories.

Role of TZG included:

- ▶ Research to identify strongest products and most compelling messaging
- ▶ Package Design
- ▶ Advertising
- ▶ In-store Merchandising
- ▶ Public Relations

## New Categories Entered:

- ▶ Wilderness Safety Products
- ▶ RV and Camper Market



# WILDERNESS PRODUCTS

Pocket Rocket Signal Kit

Red Aerial Signal

Orange Smoke Signal

Alert/Locate Signal Kit

Emergency Blanket

Rain Poncho

Whistle/Mirror Kit

Signaling Mirror with Lanyard

Lightsticks

Bear Deterrent Shells with Launcher

Pest Scare Cartridges with Launcher



# ORION WEBSITE

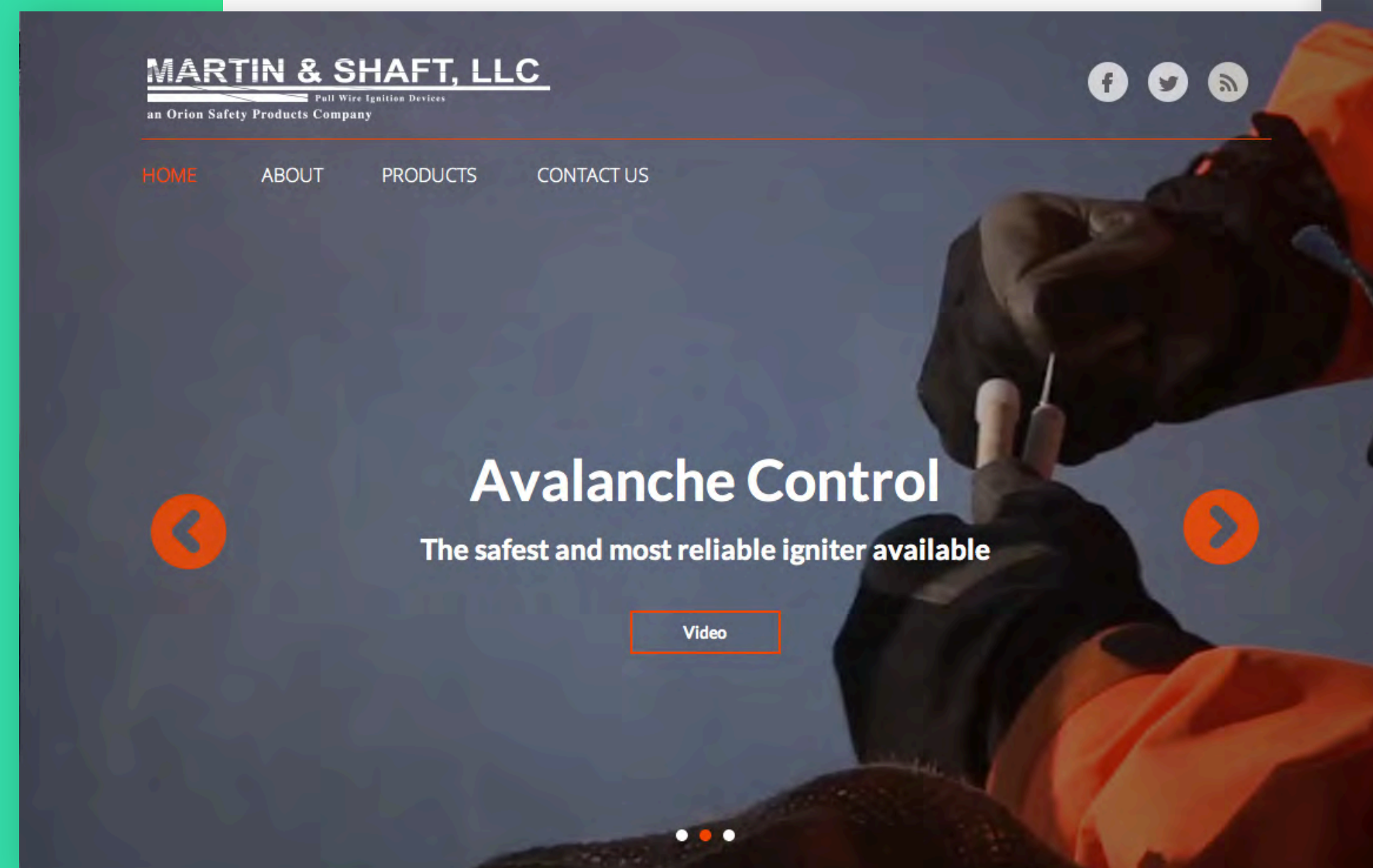
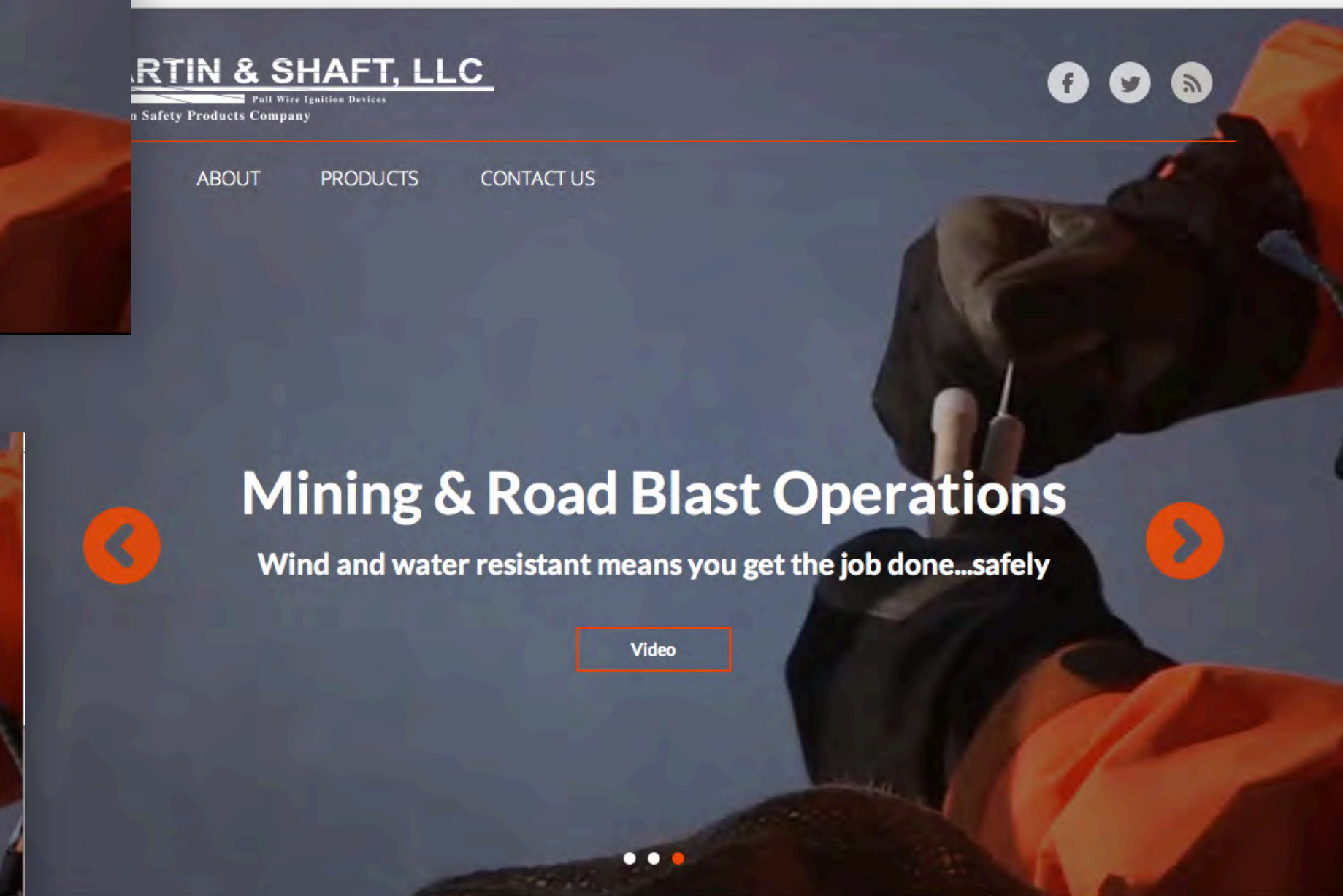
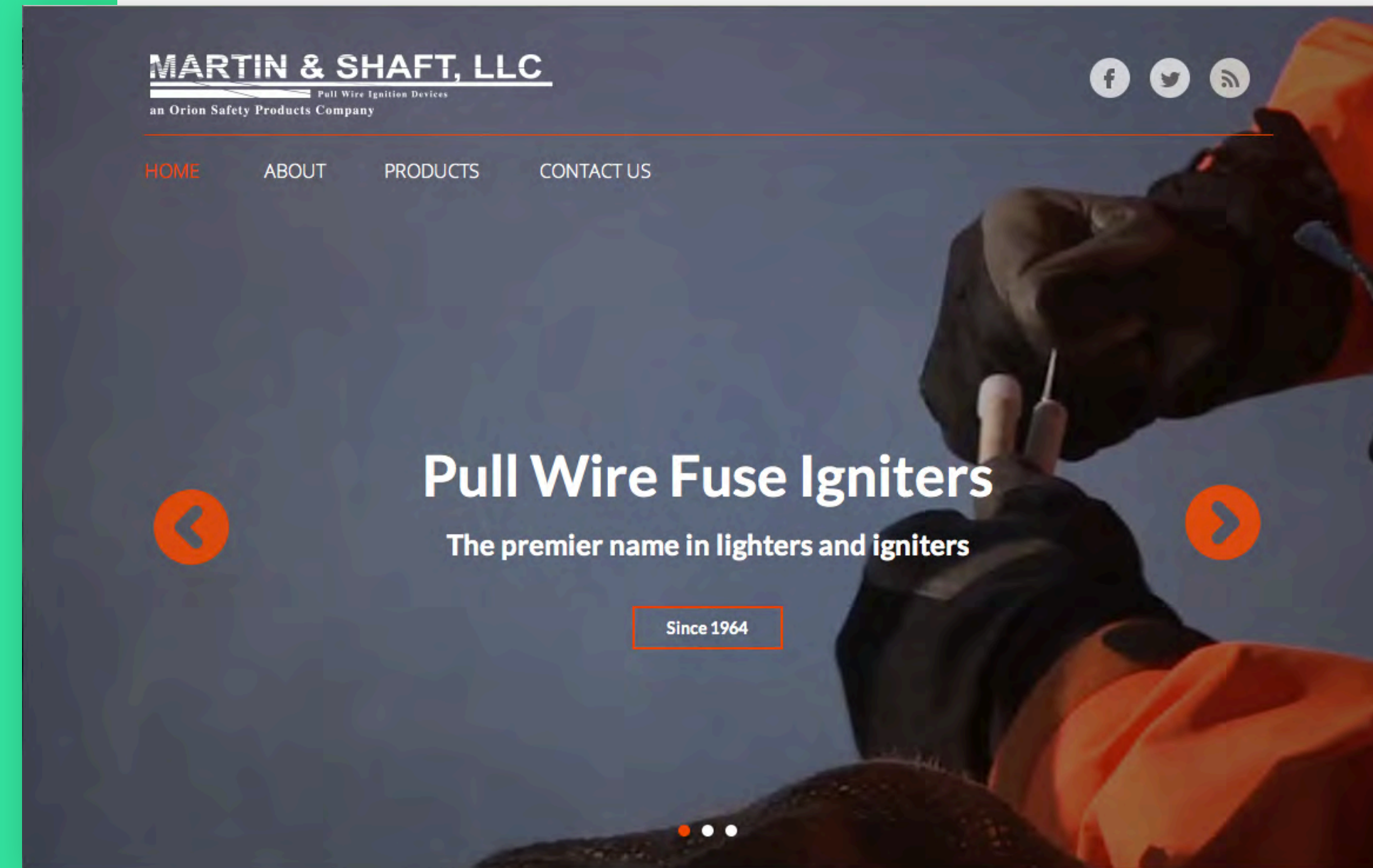
Design, maintenance, and update of Orion website.



[www.orionsignals.com](http://www.orionsignals.com)

# MARTIN & SHAFT WEBSITE

Design of Martin & Shaft website.



# HIGHWAY FLARE ADVERTISING

Created and placed trade advertising targeting first responders.

Produced and placed consumer ads to build consumer demand by detailing the safety benefits of flares.

## NEW ORION ECO-FRIENDLY FLARES

Protect You And The Environment!



### Orion Flares Provide An Improved Safety Zone!\*

- Increased lateral separation by 85%
- Reduce right lane volume by 95%
- Reduce overall traffic speed by 16%

### New, Patented, Eco-Friendly Flares Are Easier To Use And Protect The Environment

- Eliminates potassium perchlorate chemical
- No loose red phosphorus—easy to light, minimizes sparking and splatter
- Safer to store—no flaking red phosphorus in boxes
- New EZ Store Box and pouch for maximum shelf life and performance

Orion Flares Help You Get Home Safely



The Brightest Name in Safety

800-637-7807

www.orionsignals.com

©2015 Orion Safety Products \*Based on independent research measuring the impact of flare use in addition to light bars.

## DISTRACTED DRIVERS THREATEN YOUR LIFE! USE FLARES TO GET YOU HOME SAFELY.

The "Move Over" law helps, but Orion Flares help much more. Independent research\* has **proven** that deploying flares in conjunction with a police cruiser light bar creates the largest safety zone – protecting officers, equipment and civilians on scene.

**95% REDUCTION** IN RIGHT LANE VOLUME



» Gets passing traffic well away from emergency scene.

**85% INCREASE** IN DISTANCE WITHIN LANE CLOSEST TO SCENE

» Adds critical distance between passing traffic and emergency scene when lane change is not possible.

**16% REDUCTION** IN SPEED

» Slows traffic to allow lane changes and withdrawal from emergency scene.

**5x BRIGHTER** SIGNAL THAN ELECTRONIC SUBSTITUTES

» Earlier danger recognition improves reaction time.

\*Independent study conducted by Pennsylvania Transportation Institute

Orion Flares Create:



©2014 ORION SAFETY PRODUCTS



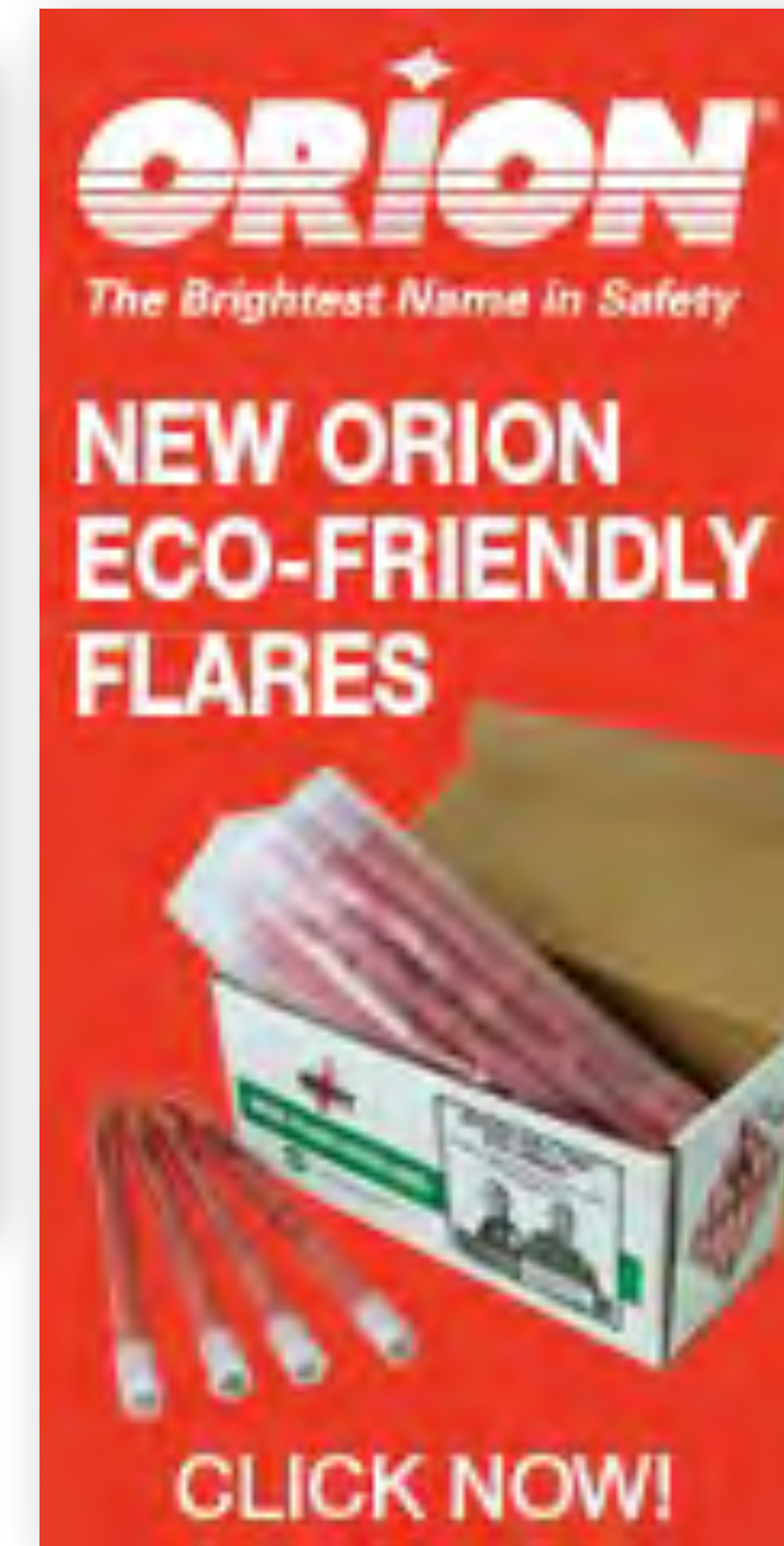
The Brightest Name in Safety

800-637-7807

www.orionsignals.com

# DIGITAL ADVERTISING

Created and placed digital advertising for trade and consumers.



# OTHER PRODUCT ADVERTISING

Created and placed advertising for Orion's Wilderness Safety products and Chimfex chimney fire extinguishers.



**NEW!**  
**MAXIMIZE YOUR SAFETY ZONE**  
**ORION® BEAR DETERRENT**

- Loud Gunshot Sound - 110 decibels
- Bright Dynamic Flash & Smoke
- Quick Load & Reload
- Lightweight & Weatherproof

**EXPAND YOUR SAFETY ZONE**

Orion 300 Foot Safety Zone

Pepper Spray 30 Feet

Available at Select Walmart, Bass Pro Shops, Cabela's & Leading Outdoor Retailers

**ORION**  
 The Brightest Name in Safety

For further information visit our website at [www.OrionSignals.com](http://www.OrionSignals.com) or call 800-637-7807



**MORE THAN 25,000 CHIMNEY FIRES OCCUR EVERY YEAR!**

**REDUCED PRICE PLUS FREE SHIPPING CALL FOR DETAILS**

**Chimfex® puts chimney fires out in 22 seconds\***

Chimfex® protects families and homes. It's the brand used by safety professionals, homeowners, and chimney sweeps nationwide, and Chimfex® is a great add-on sale opportunity for your business.

Call to order Chimfex® today!  
**1-800-637-7807**  
[www.chimfex.com](http://www.chimfex.com)

**Chimfex** Chimney Fire Extinguisher  
 Extinguishes Chimney Fire in Seconds!  
 12.5oz (350g) • 12.5oz (350g)

By **ORION**  
 The Brightest Name in Safety

\*Tested by Omni-Test Laboratories, Inc., Portland, OR

# POSTERS & POINT OF SALE



## DISTRACTED DRIVERS THREATEN YOUR LIFE! USE FLARES TO GET YOU HOME SAFELY.

The "Move Over" law helps, but Orion Flares help much more. Independent research\* has **proven** that deploying flares in conjunction with a police cruiser light bar creates the largest safety zone – protecting officers, equipment and civilians on scene.

**89%** REDUCTION  
IN RIGHT LANE VOLUME



» Gets passing traffic well away from emergency scene.

**85%** INCREASE IN DISTANCE  
WITHIN LANE CLOSEST TO SCENE

» Adds critical distance between passing traffic and emergency scene when lane change is not possible.

**15%** REDUCTION IN SPEED

» Slows traffic to allow lane changes and withdrawal from emergency scene.

**4x** BRIGHTER SIGNAL THAN  
ELECTRONIC SUBSTITUTES

» Earlier danger recognition improves reaction time.

Orion  
Flares  
Create:

TOW TRUCK  
OPERATORS DON'T COME  
WITH AIRBAGS

You're most vulnerable when  
you exit your Tow Truck.

Take the extra step.  
Light your flares and  
get home safely.

**ORION**  
The Brightest Name in Safety

slime

Sea Foam

Schumacher

GreatWay

# We Help You Get There

Be Prepared with Essential Products from the  
Leading Roadside Safety Experts



When **Orion Flares** are used in addition  
to light bars, it has been proven to:

Increase lateral separation by	<b>85%</b>
Reduce right lane volume by	<b>95%</b>
Reduce overall traffic speed by	<b>16%</b>

©2017 Orion Safety Products

**ORION**  
The Brightest Name in Safety

800-637-7807  
www.orionsignals.com

# HIGHWAY FLARE PACKAGING

Designed packaging for Orion automotive safety products, Marine products, and wilderness products.



30-Minute Six Pack

▶ 1.14 ◀

▶ 1 1/8 ◀

3.98

▶ ◀ 2 1/4 ▶ ◀

14 1/8

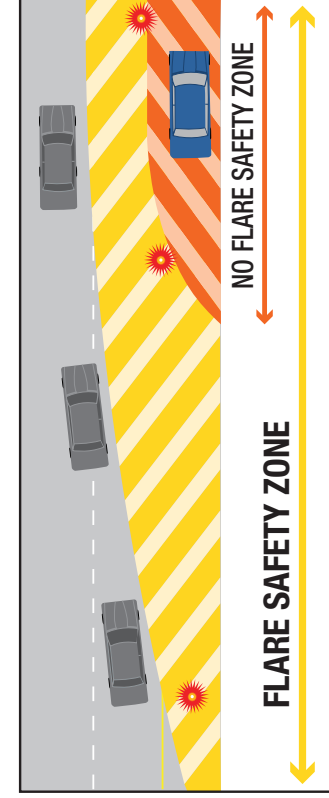
4

▶ 1.07 ◀

▶ 9/16 ◀

## CREATE YOUR ZONE OF PROTECTION

### Flares significantly Expand **YOUR** Safety Zone



**EMERGENCY SIGNALING**

- Six 30-Minute Flares create a Safety Zone around your vehicle until help arrives – same safety effects as a police car with flashing lights.

**PERSONAL ACCESSORIES**

- One Bright Safety Vest



Six 30-Minute Flares satisfy DOT 49 CFR Part 393.95(f) compliance standards.

**VISIT OUR WEBSITE**  
OrionSignals.com



**FLARES MADE & KITS ASSEMBLED IN**

**CALIFORNIA REPRESENTATION**  
WARNING: This product contains chemicals known to the State of California to cause cancer, birth defects or other reproductive harm.

Part #6030

Orion is a registered trademark of Standard Flare Corporation.  
©2013 Orion Safety Products.  
All rights reserved.

NET WT 5.00g



**CAUTION:**

- For outdoor use only.
- May emit sparks or liquid ash. Keep away from spilled fuel or tires.
- Stand with back to wind and point down and away from body and clothing while igniting and after igniting.
- Store flares in sealed bag away from flame and heat.

DOES NOT CONTAIN POTASSIUM PERCHLORATE.

**EXTREMELY FLAMMABLE**  
KEEP OUT OF REACH OF CHILDREN

**SIX PACK – 30 MINUTE FLARES**  
**FLARE KIT**  
BE SEEN, BE SAFE! Keeps You Safe Until Help Arrives.

**BRIGHT SAFETY VEST INSIDE**

◆ Brightest Signal – 5x Brighter Than Electronic Signals

◆ Self Consuming – No Need To Remove From Roadway Like Electronics And Triangles

**CONTAINS SIX 30-MINUTE FLARES**  
Contents of Kit May Vary Slightly From Photo

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**ORION**  
The Brightest Name in Safety  
Quality Products From America's Leading Safety Company



# MARINE PRODUCT PACKAGING

Item #265

**ORION** **Locate SIGNAL**  
The Brightest Name in Safety

Allows close in rescuers to locate your exact position

Different emergency situations require different types of signals. Consider adding Orion Alert Signals (aerial flares) to your assortment. Refer to SIGHTING CHART on back.

## LOCATE BASIC-3

3 U.S. Coast Guard Approved Red Handheld Flares

**NEW**

**33% Larger Flame**  
**35% Brighter Signal**

**Greater Visibility & Safety!**

PLUS Eco-Friendly No Perchlorate Formula for Easy Disposal

**Exceeds USCG Signal Requirements**

**UNIVERSALLY RECOGNIZED**

- Unique flame movement differentiates "emergency message" from background lights/beacons
- Guides rescuers to exact position of disabled vessel

**PROVEN PERFORMANCE**

- Exceeds USCG day & night distress signal requirements for brightness and duration
- Produces unique, dynamic, up to 950 candela distress signal
- Tested and proven in harshest marine conditions

**BEST VALUE**

- Lowest priced USCG Approved Day and Nighttime Locate Signal on the market
- 100% self-contained – no batteries or launcher needed

**WARNING: THIS IS NOT A TOY AND MISUSE CAN CAUSE DEATH/SERIOUS INJURY. KEEP OUT OF REACH OF CHILDREN. HAND FLARES PRODUCE HOT FLAME. Please read the safety information thoroughly before storing or using your flares.**

## Locate Basic-3 Handheld Flares

Diagram of the product packaging layout showing dimensions and components.

BACK - 15.3125"

FRONT - 15.3125"

1" Header

1" Header

SPrint trim area (1.8125")

2" 25" Hanger holes in header spaced 4" apart - 5 from seal

13.5"

SPrint trim area (1.8125")

5.625"

6"

Diagram includes a detailed view of the product packaging with the following text:

**ORION**  
The Brightest Name in Safety

**UNDERSTANDING LOCATE VS ALERT SIGNALS**

U.S. COAST GUARD APPROVED DAY OR NIGHTTIME SIGNAL

**3 RED HANDHELD FLARE LOCATE SIGNALS**

• Burn time: 1P to 3 minutes each - brightness: 1P to 950 candela

**ARE YOU COAST GUARD COMPLIANT?**

The Coast Guard requires that all boats over 16' carry a minimum of 3 approved signals. Flares have expiration dates and must be replaced every 42 months!

**DO NOT LIGHT UNTIL RESCUE VESSEL IS IN SIGHT**

1. Hold flare in palm with the top of the flare pointing away from you.

2. Pull the top of the flare down to the bottom of the flare.

3. Release the flare and allow it to burn.

4. Do not touch the flare until it has completely cooled.

5. Do not touch the flare until it has completely cooled.

6. Do not touch the flare until it has completely cooled.

**WARNING:** Flares produce hot flame. Keep out of reach of children. Point flare downwind and away from yourself. Do not use where prohibited by law. Many flares are not for use in enclosed spaces. Do not use where prohibited by law. Many flares are not for use in enclosed spaces. Do not use where prohibited by law. Many flares are not for use in enclosed spaces.

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**LOCATE BASIC-3**

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**Automated PACKAGING SYSTEMS**

1855 McCracken Rd., Eastfield, Ohio 44125

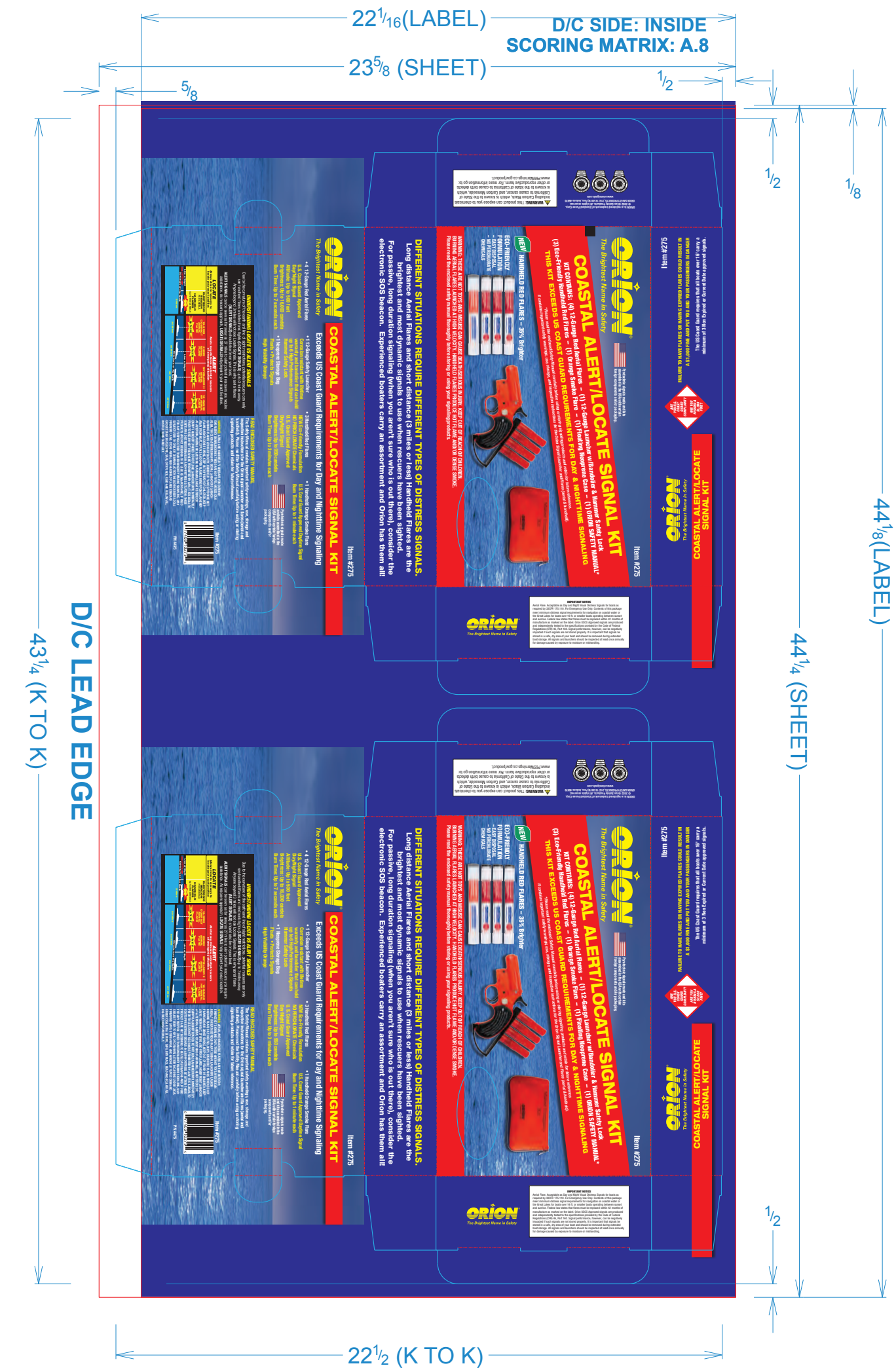
Automated Packaging Systems Inc. - CONFIDENTIAL


**Ink Laidown Order:**

1	2	3	4	5	6
Black	White	Yellow	Cyan	Magenta	Clear
W-200	XXX-000	XXX-000	XXX-000	W-210	V-195

PLEASE PROOF CAREFULLY - This proof and the color samples are your responsibility. Check for accurate spelling, punctuation, any legal requirements and proper positioning of copy and art. Check the attached color samples and make sure they meet your approval. This Proof Indicates Approximate Color Only for Actual Colors. Use Ink Searches Provided on Proof Approval Sheet. NOTES: Includes and Excludes DO NOT PRINT. This is for position only. THIS IS YOUR FINAL OPPORTUNITY TO CHECK FOR CORRECT ART PREPARATION. WE CANNOT BE HELD RESPONSIBLE FOR ANY ERRORS THAT HAVE NOT BEEN CALLED TO OUR ATTENTION ON THIS PROOF.

# MARINE PRODUCT PACKAGING



	CUSTOMER: ORION SAFETY
	CAD: 18L0001A3
	IDENT: 5575-CNL 5752 CONVERTED
	DATE: 11/20/2020
	VIEW: OUTSIDE

- Graphic Design Limitations:
- Copy or Graphics should be 3/8" away from all scores and knives
  - Graphic Bleeds should be at least 3/16" over scores and 3/8" over all outside die-cut knife lines
  - Spot labels will be trimmed a minimum of 3/8" ways from scores and knife lines
  - Spot labels going over scores must be at least 1/2" over the score

# WILDERNESS PRODUCT PACKAGING

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The Brightest Name in Safety

ITEM #767

**SIGHT & SOUND BEAR DETERRENT WITH LAUNCHER**  
Long Distance Deterrent - Goal is to scare away bears before they are close enough to be in attack mode.  
Contains 4 Bear Deterrent Shells and Launcher

MADE IN USA

**Bear Deterrent Shells Produce:**

- Bright, dynamic flash & smoke
- Loud "gunshot" sound (110 db at 5 meters)

**Quick Load, Fire and Reload Launcher & Shells**

- Waterproof
- Lightweight (only 14 oz total)

**ORION**  
The Brightest Name in Safety

ITEM #767

**SIGHT & SOUND BEAR DETERRENT SHELLS WITH LAUNCHER\***  
Long Distance Deterrent - Field tests in Alaska demonstrate Orion Bear Deterrent Shells can be effective at 300 feet.  
DON'T RELY SOLELY ON 30 FOOT PEPPER SPRAYS!  
Contains: 4 Non-Lethal Bear Deterrent Shells and Launcher\*

MADE IN USA

**NON-LETHAL BEAR DETERRENT**

**Non-Lethal Bear Deterrent Shells Produce:**

- Bright, dynamic flash (over 11,000 candela)
- Loud "gunshot" sound (over 120 db)

**Quick Load, Fire and Reload Launcher & Deterrent Shells:**

- Waterproof
- Lightweight (Shells 1/2 oz, Launcher 4 oz)

*Also Excellent Signal in Emergency Situations to Alert Potential Rescuers*

\*Sight (flash) and sound (gunshot) physically produced at launcher. Other than hot gases and solid components (plastic wad), no pyrotechnic signal is launched toward the bear.

**ORION** THE BRIGHTEST NAME IN SAFETY  
NON-LETHAL BEAR DETERRENT

MADE IN USA

SAVE 50% ON BEAR DETERRENT ACCESSORIES. OFFER ENCLOSED  
OR VISIT OUR WEBSITE: WWW.ORIONSIGNALS.COM

**ORION**  
The Brightest Name in Safety

ITEM #767

**ORION Sight & Sound Bear Deterrent Shells with Launcher\***  
Long Distance Deterrent - Sight and Sound Warning of Orion Deterrent Shells carries great distances.  
Don't rely solely on 30 foot pepper sprays!

**Non-Lethal Bear Deterrent Shells Produce:**

- Bright, dynamic flash (over 11,000 candela)
- Loud "gunshot" sound (over 120 db)

**Quick Load, Fire and Reload Launcher\* & Deterrent Shells:**

- Waterproof
- Lightweight (only 6 oz total)

*Also Excellent Signal in Emergency Situations to Alert Potential Rescuers*

**DO NOT SEEK OUT ENCOUNTERS WITH BEARS.**  
This product is a non-lethal bear deterrent which may offer protection in some unexpected encounters with bears and in nuisance situations, but may not be effective in all situations or prevent serious injuries. Bears can become habituated to human noise so there is no guarantee what will work on a given animal.

Fire the Orion Bear Deterrent to disrupt unwanted animal activity or when you feel you are in imminent danger. Be sure surroundings are clear of people and the bear has an obvious escape.

1. Open the launcher insert Orion BEAR DETERRENT shell and close launcher fully.
2. Hold launcher above eye level, point straight up.
3. Lock hammer and squeeze trigger.

**Important Safety Instructions:**  
Keep Orion launcher pointed in a safe direction at all times. Only load the Orion Launcher with yellow Orion Bear Deterrent shells and only load the launcher when you intend to fire. DO NOT point or fire loaded or unloaded launchers in the direction of people or directly at any animal. Hot gases and solid components (e.g. plastic wad) will be discharged from launcher barrel and can travel ~150 feet. Pointing and firing the Orion Bear Deterrent shell at a person or animal can cause serious injury.

**STORAGE:** BEAR DETERRENT SHELLS SHOULD BE STORED IN A SECURE, COOL, DRY PLACE TO AVOID PRODUCT DEGRADATION, WHICH COULD RESULT IN PRODUCT FAILURE. KEEP OUT OF REACH OF CHILDREN. STORE LAUNCHER UNLOADED.

**WARRANTY:** SELLER PROVIDES THIS PRODUCT "AS IS" WITHOUT WARRANTY OF ANY KIND OTHER EXPRESS, IMPLIED OR STATUTORY, INCLUDING BUT NOT LIMITED TO THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. PURCHASER IS RESPONSIBLE FOR THE PROPER AND SAFE USE OF THIS PRODUCT.

**CALIFORNIA PROPOSITION 65 WARNING:** This product contains lead, and may contain other chemicals, known to the State of California to cause cancer and/or reproductive harm.

ORION SAFETY PRODUCTS  
Paris, Indiana  
www.orionsignals.com  
One U.S. Highway 100, Ellettsville, IN 47424  
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ITEM #767  
77403 10767 4  
MADE IN USA

See our website:  
www.orionsignals.com

# COMPACT CAMPER SAFETY KIT

Designed packaging for Orion Compact Camper Safety Kit



Compact Camper RV Roadside Safety Kit



# RV & CAMPER PRODUCTS LAUNCHED

Compact Camper RV Kit  
Emergency Blanket  
Rain Poncho  
Safety Vest  
Traveler First Aid Kit  
Roadside RV First Aid Kit  
Fire Pit Pro Campfire Starters  
Emergency Road Flares  
Light Sticks  
Reflective Triangle  
Flare Kit Plus  
3-Pack DOT Compliant Triangles



# PUBLIC RELATIONS



FOR IMMEDIATE RELEASE: 05-02-2023

Contact Name: Bob Defonte  
Company Name: Orion Safety Products  
Phone Number: 732-241-6961  
Email: rdefonte@orionsignals.com

## Orion Safety Products Introduces COMPACT CAMPER, A Safety And Emergency Kit Exclusively For RV's And Campers

Available at RV Dealers Nationwide

Orion is the leader in safety, signaling, and emergency products for the auto, truck, marine, and outdoor consumer markets. Orion products are the brand preferred by first responders and emergency professionals in the US.

As a result of the rapid growth in the RV market segment and the lack of any safety and emergency products developed for that unique segment, Orion saw the need to create a product specifically designed for the needs of RV owners.

Orion's kit contains three professional grade 30-minute road flares to provide a safety zone around RVs and Campers. To further increase safety, a reflective triangle, a bright orange safety vest, and a rain poncho for emergencies in inclement weather are also included. A 19-piece first aid kit containing items most needed for minor injuries or illness and a safety guide with useful safety tips and information on how to use the kit contents complete the kit. The contents are packed in a water resistant bag to make it easy to store and access in an emergency.

Drawing on their expertise in developing and creating safety and emergency products, and their research of the RV market, Orion has assembled an emergency kit that meets the unique needs of RV and Camper owners.

When asked why Orion decided to enter the market with an RV kit, Jay McLaughlin, president of Orion, said, "I've been an RV owner for many years and realized that the safety and emergency needs for RV owners are very different than that of auto and truck owners. When talking to RV owners about how they deal with safety and emergency products, most said they had to assemble their safety kit by buying many different products. Assembling their own kit frequently left them without the specialized equipment

# MARKET RESEARCH

Utilized targeted market research to identify and measure potential for new products.

Used research to gain distribution for new products at Walmart with surveys that showed strong demand for both new and existing products with Walmart shoppers.



**Orion Fire Pit Pro  
Walmart Consumer Research  
Summary and Analysis**

MAY 9, 2022

[\*\*Click To Read Report\*\*](#)



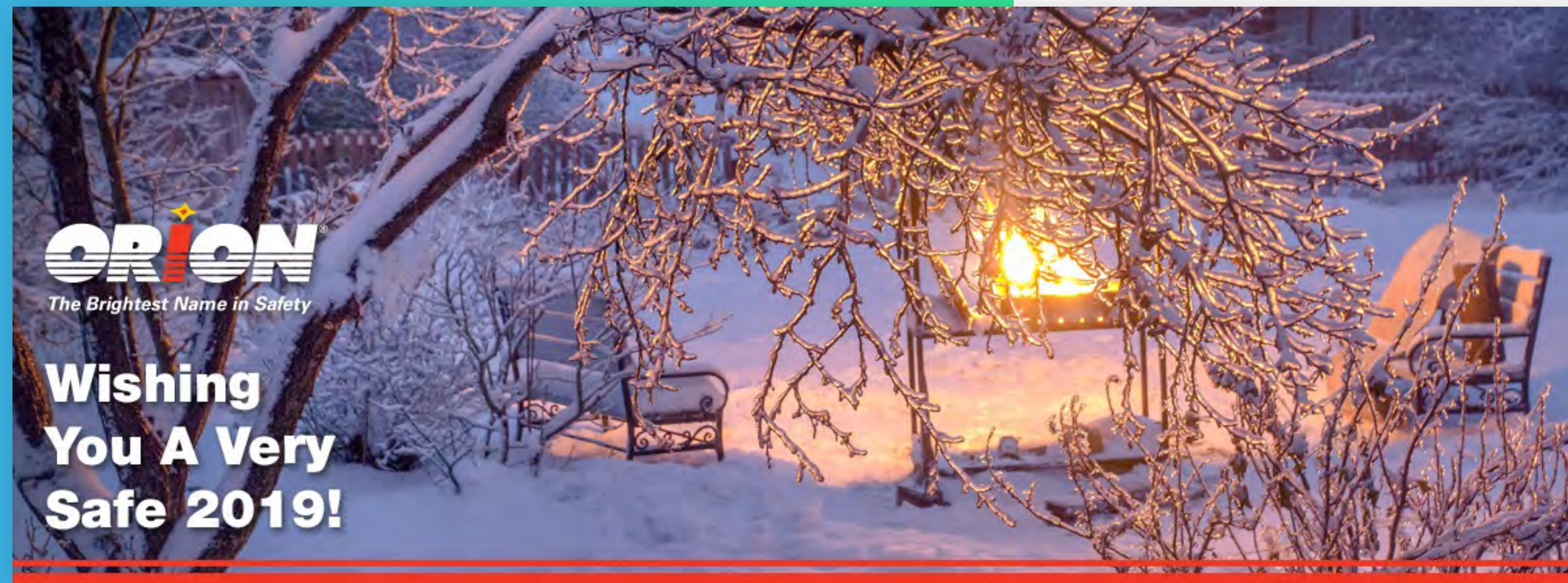
**Orion Emergency Road Flares  
Walmart Consumer Research  
Summary and Analysis**

MAY 10, 2022

[\*\*Click To Read Report\*\*](#)

# SOCIAL MEDIA

Developed and posted social media on Facebook, Instagram, and Twitter.



# SELL SHEETS & PACKAGE INSERTS

**ORION**  
The Brightest Name in Safety

INTRODUCES THE FIRST SAFETY & EMERGENCY KIT DESIGNED SPECIFICALLY FOR THE RV MARKET

## COMPACT CAMPER RV ROADSIDE SAFETY KIT



EACH KIT IS PACKED IN A HIGH HD NYLON ZIPPED CASE & CONTAINS:

- 3 30-Min. Professional Road Flares
- 1 Reflective Triangle
- 1 10-Piece First Aid Kit
- 1 Safety Vest
- 1 Rain Poncho
- 1 Safety Guide

Orion is also introducing our **RV SAFETY CENTER PLANOGRAM** which includes: Compact Camper RV Kit; Travelers First Aid Kit; Emergency Roadside Highway Kit "Plus"; Orange Safety Vest; DOT Compliant Triangles 3-pack; Road Trip First Aid Kit; 15-Minute Road Flares 3-pack; Rain Poncho; Small Reflective Triangle; Emergency Blanket; Fire Pit Pro 2-pack; and Lightsticks 4-pack. Plus an 18" x 6" 4-Color SAFETY CENTER header card.

All products fit on 18" x 4" section pegboard and are packed in a single carton ready to ship to your dealers.

For additional information contact your local marine or RV distributor or email our sales team:  
MikeMast@orionsignals.com  
or KerryStark@orionsignals.com  
Visit our website at [www.orionsignal.com](http://www.orionsignal.com) for additional information or call 800-637-7807.

**ORION**  
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[www.orionsignals.com](http://www.orionsignals.com)

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**ORION**  
The Brightest Name in Safety

# NEW BOATERS

## SAFETY INFORMATION SHEET

### 10 SAFE BOATING TIPS FOR (NEW) BOATERS

Whether you're a new boater or someone who has been boating for years, take time to review these safe boating tips. There is no substitute for experience, but the tips below help increase the odds that you won't become a statistic.

- Wear It—Wear your life jacket.** Make sure your guests do too. Of those who drowned, 90% were not.
- Know the Rules of the Road—**Know what to do when meeting, crossing or overtaking another boat to prevent damage, personal injury or even loss of life.
- Don't Drink & Boat—**It's dangerous and illegal to operate a boat under the influence.
- Be Aware of Carbon Monoxide—**Early symptoms include: irritated eyes, headache, nausea, weakness, and dizziness. Use CO detectors on your boat. Stay off the swim platform when the engine (or generators) are running.
- Take a Safe Boating Course—**70% of accidents are preventable. Courses are a great way to learn safety and the rules of the road.
- Get Your Boat Checked—**The Coast Guard Auxiliary and United States Power Squadrons® offer a free Vessel Safety Check (VSC). Contact [www.vesselsafetycheck.org](http://www.vesselsafetycheck.org) for information.
- Be Weather Wise—**Always check local weather conditions before departure. If you notice darkening clouds, changing winds or sudden drops in temperature, play it safe and get off the water.
- Develop a Float Plan—**Always let someone else know your float plan. This should include where you're going and how long you're going to be gone.
- Designate an Assistant Skipper—**Make sure someone on board is familiar with your boat's handling, operations, and general boating safety. If there is an emergency, they can help get everyone safely back to shore.
- Learn to Swim—**If you're going to be in and around water, know how to swim. Check out the American Red Cross to see what classes are offered in your area.

### WHAT TO DO IN AN EMERGENCY

Be prepared. Know what types of situations you might face and how to handle them.

- Man Overboard—**Throw a flotation device. Reduce speed. Appoint a pointer. Check wind & wave direction. Approach person into wind. Turn alongside. Cut engine. Bring person onboard.
- Fire—**Close hatches. Shut off fuel. Remove flammable items. Use extinguisher, fire blanket, or wet towel. After the fire is out, cool with water.
- Collision—**Put engine into neutral. Throw flotation if man overboard. Attend seriously injured. Check for leaks. Do not move until you stem the flow. If necessary, call or signal for help.
- Running Aground—**Put engine into neutral. Use crew to rock the boat. Try raising the engine or drive leg. Check tide. Do NOT leave the boat. Prepare for wait. Put out anchor. Report your position & situation.
- Engine Failure—**Check fuel & fuel line. Check battery & battery leads. Check handbook. If necessary, call or signal for help.
- Capsize or Swamping—**Make sure there are enough PFDs on the boat beforehand. Stay with the boat. Signal for help. Set off EPRB or flare.

ORIONSIGNALS.COM

### WHAT TO INCLUDE IN YOUR BOATING EMERGENCY KIT:

- First aid kit
- Flashlight & extra batteries
- Fire extinguisher
- Non-perishable food
- Water for drinking
- Radio device
- Shock/thermal blanket
- Day/night visual distress signals
- Sound/signaling device
- Flotation device that can be thrown into the water
- Paddle(s)
- Lines/ropes for being towed or pulled back to shore
- VHF radio, cell phone, or other communication device
- Sunscreen
- Extra fuel
- Toolkit
- Bucket to use as a bailer
- Extra anchor & line

### U.S. Coast Guard Approved Day & Night Signals

The USCG requires that all boats over 16' carry a minimum of 3 approved signals. Flares have expiration dates and must be replaced every 42 months (it's the law).

### MARINE PYROTECHNIC DISTRESS FLARE RECOMMENDATIONS

Although the U.S. Coast Guard only requires you to carry 3 Day/Night Approved Flares on your boat, safety experts recommend the following MINIMUM flares be carried on your vessel:

INLAND BOATERS:	COASTAL BOATERS:	OFF-SHORE BOATERS:
1 Handheld Flare	4 Handheld Flares	4 Handheld Flares
1 Aerial Flare	4 Aerial Flares	4 25-MM Aerial Flares
1 Day/Night Approved Flare	2 Orange Smoke Flares	2 Orange Smoke Flares

### USE INSTRUCTIONS FOR HANDHELD SIGNAL FLARES

- Grasp bottom of flare below holding line on label. Remove black lid on red cap.
- Twist red cap, remove and save to ignite flare. Point away from face and body. Aim downwind.
- In a downward motion, strike button on top of flare with red abrasive surface on red cap. Hold burning flare over side of boat. Do not wave overhead.

For more information on marine safety products, visit: [orionsignals.com](http://orionsignals.com)

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# NEW DRIVERS

## SAFETY INFORMATION SHEET

### 10 SAFE DRIVING TIPS FOR (NEW) DRIVERS\*

Whether you're a new driver getting ready to hit the road or someone who has been driving for years, take time to review these safe driving tips. While there is no substitute for experience, the tips below help increase the odds that you won't become a statistic.

- Buckle Up—**Wearing a seat belt has been proven to save lives. It is compulsory in most states for you and your passenger. Make it a rule to buckle up before starting your car.
- Turn On Your Headlights—**Using your headlights increases your visibility, especially in low light conditions (e.g. dawn, dusk, fog, snow, rain, and maintain a safe distance.
- Obey The Speed Limit—**Speeding is a major contributor to fatal teen accidents, especially true when driving on unfamiliar roads or those with lots of traffic.
- Minimize Distractions—**Don't eat, drink, play with phone or radio, or play music loudly. Doing so, makes you more apt to lose control of your car.
- Don't Text & Drive—**Studies indicate that using your cell phone while driving is equivalent to driving drunk, even if using a hands-free phone. Check your state laws, many prohibit it.
- Drive Solo—**Having a single teen passenger in your car can double the risk of an accident. Adding more only increases that risk.
- Avoid Driving When Tired—**Make sure you have had a good night's sleep before getting behind the wheel.
- Take Extra Precautions in Bad Weather—**Poor visibility due to fog, rain, or snow can lead to serious accidents. Drive slowly or below the speed limit, and maintain a safe distance.
- Practice Defensive Driving—**An aggressive driver is more likely to experience an accident than one who maintains a safe distance and doesn't speed. Keep a safe distance between your car and the car ahead of you at all times. Anticipate what could be happening around you or ahead of you.
- (Parents) Choose A Safe Car & Keep It Safe—**If possible, drive a car with the latest safety features (anti-lock brakes, air bags, etc.) and excellent crash safety record. Minimize emergencies by maintaining it (check wipers, fluids, tire tread & pressure, drive belts, etc.)

### WHAT TO DO IN A DRIVING EMERGENCY

- Pull your vehicle off the main highway as far as possible. If there is a shoulder, use it.
- Turn on your vehicle's emergency flashers and deploy emergency flares (for reflective triangles) to warn oncoming traffic and create a safety zone around the scene.
- If you are in an accident, call the police.
- Stay with your vehicle until help comes (if possible).
- If you have to leave your vehicle, illuminate yourself with a reflective safety vest, a flashlight, lightstick, or flashing beacon.
- Tie a white cloth to your antenna or door handle. (Flashers, flares, and white cloth are all distress signals that will let law enforcement officers know you need help.)

\*Information derived from <https://www.craash.org/top-10-safe-driving-tips/> and <https://www.drm.org/insurance/safe-driving-tips-for-teenage-drivers.php>

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### EMERGENCY FLARE USAGE

Good emergency distress signal. Using flares helps warn, mislead and struck-by-vehicle incidents. They alert you to move away! And, they create a Safety No Go Zone.

### WHAT TO INCLUDE IN YOUR ROADSIDE EMERGENCY KIT

Every car should have an emergency safety kit as you never know when you will have a breakdown or possibly an accident. Whether you are buying a packaged kit or creating your own, consider the weather\* in your area, the specifics may be important to you or your family. The 6 top items experts recommend include:

- Flashlight
- First Aid
- Highway Safety Flares (or reflective triangles)
- Jumper cables
- Water (especially in warmer climates)
- Winter driving kits typically add items, such as blankets, extra washer fluid, sand or cat litter.

### FLARE DEPLOYMENT

Flare Safety Zone

Flare Facts:

- Flares create a NO GO Zone 20 feet or 6 paces in front of vehicle.
- Safety response in passing traffic improves as more flares are deployed.

### SPECIAL DEPLOYMENT CONSIDERATIONS

Adequate sight distance is critical for approaching traffic to recognize the presence of the hazard.

#### HORIZONTAL VIEW OBSTRUCTIONS

When flares are moved into the line of sight of approaching drivers they can take corrective action.

#### IMPROPER PLACEMENT

When flares are moved into the line of sight of approaching drivers they can take corrective action.

#### EFFECTIVE PLACEMENT

When flares are moved into the line of sight of approaching drivers they can take corrective action.

#### VERTICAL OBSTRUCTIONS

VERTICAL OBSTRUCTIONS equally impact locations of flares.

#### VERTICAL OBSTRUCTION (PROFILE)

Sight distance must be sufficient for approaching driver to take corrective action.

**NOTE: All Use Instructions and warnings on your flares should be read before an incident occurs.**

### FLARE USE INSTRUCTIONS

- Remove plastic lid to expose scratch surface on cap.
- Twist & remove cap, exposing the black flare igniter button.
- Gently strike the scratch surface of the cap against the black button, while pointing away from face and body.
- When ignited, carefully place on the ground.

Avoid striking the button too hard. Hold the flare in front of and away from your body. If you carry the flare, be sure to keep the burning end pointed down toward the ground. Do NOT drop the flare. This can cause the burning portion to break off, extinguishing the flare. Allow to burn completely.

For more information on highway safety products, visit: [orionsignals.com](http://orionsignals.com)

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